ORDER

Order / Rev: 683413 **Orders** Alt Order #: 06142229 KAINE FOR SENATE **Product Desc: WUSA** Estimate: 11102 Flight Dates: 10/15/12 - 10/21/12 Primary AE: Aaron Ashe T-WAS Original Date / Rev: 05/14/12 / 05/14/12 Sales Office: NAT Order Type: **Political** Sales Region: Agency Name: Media Strategies & Research/ POL **Buying Contact:** Billing Type: Cash **Billing Contact:** Billing Catendar: **Broadcast** 11350 Randon Hills Road, Suite 670 Billing Cycle: EOM/EOC Fairfax, VA 22030 **Agency Commission:** 15% **Advertiser** Name: Kaine, T/D/Sen/VA A35+ Demographic: New Business Thru: **Product Codes: PL-US Senate** Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

Rill Plan

Dill Flall				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	60	\$102 250 00	\$86 912 50

Revenue Codes:

10400				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	60	\$102,250.00	\$86,912.50	0.00
Totals	60	\$102,250.00	\$86,912,50	0.00

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WUSA	23%	\$102,250.00
Market	100%	\$444,565.22

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$4,445.65
WDCA	1%	\$4,445.65
WJLA	19%	\$84,467.39
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$155,597.83
WTTG	21%	\$93,358.70
WWPX	0%	\$0.00

Ln Ch Sta	art End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 WUSA 10/	15/12 10/19/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	M-W-F	:30	3	\$450.00P-2	0.00 NM	3	\$1,350.00
<u>Start Da</u> Week: 10/15/12		Weekdays M-W-F	Spots/Week 3	Rate \$450.00	Rating 0.00						
2 WUSA 10/	15/12 10/19/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF	:30	5	\$500.00P-2	0.00 NM	5	\$2,500.00
Start Da Week: 10/15/12		Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$500.00	Rating 0.00						

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Order / Rev:

683413

Advertiser:

Kaine,T/D/Sen/VA

Alt Order #: Flight Dates:

06142229

10/15/12 - 10/21/12

Product Desc:

KAINE FOR SENATE

Estimate:

11102

WUSA

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
3 WUSA	10/16/1	2 10/18/12	CBS This Morning	£	7-9a	- T-T	:30	2	\$300.00P-2	0.00 NM	2	\$600.00
<u>Sta</u> Week: 10	art Date /15/12	End Date 10/21/12	Weekdays -T-T	Spots/Week 2	Rate \$300.00	Rating 0.00				ľ		
		2 10/18/12		CM	11a-12p	MT	:30	2	\$375.00P-3	0.00 NM	2	\$750.00
<u>Sta</u> Week: 10	art Date /15/12	End Date 10/21/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$375.00	Rating 0.00						
5 WUSA	10/16/1	2 10/19/12	DT Daytime	СМ	1230-3p (12:30 PM-3	-TF ::00 PM)	:30	2	\$300.00P-3	0.00 NM	2	\$600.00
<u>St</u> Week: 10	art Date /15/12	End Date 10/21/12	Weekdays -TF	Spots/Week 2	Rate \$300.00	Rating 0.00						
E 6 WUSA	10/17/1	2 10/17/12	DT Soaps	CM	1230-3p (12:30 PM-3	W 3:00 PM)	:30	1	\$400.00P-3	0.00 NM	1	\$400.00
<u>Str</u> Week: 10	art <u>Date</u> /15/12	End Date 10/21/12	Weekdays W	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
7 WUSA	10/21/1	2 10/21/12	CBS Sunday Mon CBS Sunday Mon		9-1030a	\$:30	1	\$1,000.00P-3	0.00 NM	1	\$1,000.00
Week: 10		End Date 10/21/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
8 WUSA	10/15/1	2 10/17/12	3-4p The Doctors	CM	3-4p	M-W	:30	2	\$225.00P-3	0.00 NM	2	\$450.00
Week: 10		End Date 10/21/12	Weekdays M-W	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00						
9 WUSA	10/16/1	2 10/18/12	4-5p Dr. Phil	СМ	4-5p	-T- T	:30	2	\$325.00P-3	0.00 NM	2	\$650.00
Week: 10		End Date 10/21/12	Weekdays -T-T	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
10 WUSA	10/15/1	2 10/19/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF	:30	5	\$700.00P-2	0.00 NM	5	\$3,500.00
Week: 10		End Date 10/21/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$700.00	Rating 0.00						
			9 News @ 6p 9 News @ 6p	СМ	6-630p	MTWTF	:30	5	\$900.00P-2	0.00 NM	5	\$4,500.00
Week: 10		End Date 10/21/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$900.00	Rating 0.00						
		2 10/19/12	CBS Evening Nev		630-7p (6:30 PM-7:0	W-F 00 PM)	:30	2	\$3,500.00P-2	0.00 NM	2	\$7,000.00
Week: 10		End Date 10/21/12	Weekdays W-F	Spots/Week 2	Rate \$3,500.00	Rating 0.00						
		2 10/19/12	9 News Tonight 7		7-730p	MTWTF	:30	5	\$800.00P-2	0.00 NM	5	\$4,000.00
Week: 10		End Date 10/21/12	Weekdays MTWTF	Spots/Week 5	Rate \$800.00	Rating 0.00						
			9 News @ 6p Sat 9 News @ 6p Sat	:	Sat 6-630p	S-	:30	1	\$350.00P-2	0.00 NM	1	\$350.00
Week: 10		End Date 10/21/12	Weekdays	Spots/Week 1	Rate \$350.00	Rating 0.00						
		2 10/20/12	CBS Evening Nev	ws Saturday	Sat 630-7p	S-	:30	1	\$600.00P-3	0.00 NM	1	\$600.00
Week: 10		End Date 10/21/12	Weekdays	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
			CBS Evening New	vs	6-630P	S	:30	1	\$600.00P-3	0.00 NM	1	\$600.00
Week: 10		End Date 10/21/12	Weekdays S	Spots/Week 1	Rate \$600.00	Rating 0.00			-			
			9 News @ 630p S 9 News @ 630PN	1 Sunday	630-7P	S	:30	1	\$400.00P-3	0.00 NM	1	\$400.00
Ste	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				J		

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Order / Rev: 683413

Advertiser:

Kaine,T/D/Sen/VA

Alt Order #: 06142229

Flight Dates:

Product Desc: KAINE FOR SENATE

10/15/12 - 10/21/12

11102

Estimate:

WUSA

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
17 WUSA	10/21/1	2 10/21/12	9 News @ 630p \$ 9 News @ 630Ph		630-7P	S	:30	1	\$400.00P-3	0.00 NM	1	\$400.00
<u>Sta</u> Week: 10/	rt Date	End Date 10/21/12	Weekdays	Spots/Week	Rate \$400.00	Rating						
		2 10/18/12		<u> </u>	730-8P	0.00 -T-T	:30	2	\$800.00P-3	0.00 NM	2	\$1,600.00
Sta	d Data	End Data	Entertainment To	-	O-t-	D-11						
Week: 10/	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> -T-T	Spots/Week 2		Rating 0.00						
19 WUSA	10/15/1	2 10/15/12	Mon Prime C Hawaii Five-0	CM	10-11P	M	:30	1	\$3,500.00P-3	0.00 NM	1	\$3,500.00
Star Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	. —	Rating 0.00						
20 WUSA	10/16/1	2 10/16/12	Tue Prime A NCIS	СМ	8-9P	-T	:30	1:	\$14,000.00P-2	0.00 NM	1	\$14,000.00
Star Week: 10/	rt <u>Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> -T	Spots/Week	<u>Rate</u> \$14,000.00	Rating 0.00						
21 WUSA	10/17/1	2 10/17/12	Wed Prime B Criminal Minds	СМ	9-10P	W	:30	1:	\$10,000.00P-2	0.00 NM	1	\$10,000.00
Star Week: 10/	rt <u>Date</u> 15/12	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$10,000.00	Rating 0.00						
22 WUSA	10/18/1		Thu Prime C The Mentalist	СМ	10-11P	T	:30	1	\$9,000.00P-2	0.00 NM	1	\$9,000.00
Star Week: 10/	rt Date	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$9,000.00	Rating 0.00						
		2 10/19/12	Fri Prime A Undercover Boss	CM	8-9P	F	:30	1	\$3,000.00P-2	0.00 NM	1	\$3,000.00
<u>Star</u> Week: 10/	rt <u>Date</u> 15/12	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$3,000.00	Rating 0.00						
24 WUSA	10/20/1	2 10/20/12	Sat Prime C 48 Hours Mystery	CM	10-11P	S-	:30	1	\$1,200.00P-3	0.00 NM	1	\$1,200.00
<u>Star</u> Week: 10/	rt <u>Date</u> 15/12	End Date 10/21/12	Weekdays S-	Spots/Week	Rate \$1,200.00	Rating 0.00						
25 WUSA	10/21/1	2 10/21/12	Sun Prime C 3	СМ	9-10P	S	:30	1:	\$12,000.00P-2	0.00 NM	1	\$12,000.00
<u>Star</u> Week: 10/1	t <u>Date</u> 15/12	End Date 10/21/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$12,000.00	Rating 0.00						
26 WUSA	10/15/1	2 10/19/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-11	35р мтwтг	:30	5	\$2,500.00P-2	0.00 NM	5	\$12,500.00
<u>Star</u> Week: 10/1	<u>t Date</u> 15/12	End Date 10/21/12	Weekdays MTWTF	Spots/Week 5	<u>Rate</u> \$2,500.00	Rating 0.00						
27 WUSA	10/20/1	2 10/20/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-113		:30	1	\$2,500.00P-2	0.00 NM	1	\$2,500.00
<u>Star</u> Week: 10/1	<u>t Date</u> 15/12	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$2,500.00	Rating 0.00						
		2 10/21/12		CM	M-Su 11-113		:30	1	\$2,500.00P-2	0.00 NM	1	\$2,500.00
<u>Star</u> Week: 10/1	<u>t Date</u> 15/12	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u> \$2,500.00	Rating 0.00						
29 WUSA			Letterman Late Night with Di	СМ	1135P-1237	A M-W-F	:30	3	\$400.00P-3	0.00 NM	3	\$1,200.00
Star Week: 10/1	t Date 15/12	End Date 10/21/12	Weekdays M-W-F	Spots/Week 3	Rate	Rating 0.00			_			

FAX# 703 528 7880 AGENCY CREDIT RISK !!! HARRIS RPT. FROM DET REP: TEL# 703 \$28 7800 CREDIT ADVISORY: AGENO ORDER WORKSHEET

REP HEADLINE# 6142229

MAY14/12 10:33 *** WUSA-TV *** MEDIA STRATEGIES & RESEARCH Ŋ POLI/T KAINE/D/SEN/VA RACHEL BEALE D/P REC# - WASHINGTON, NSI KAINE FOR SENATE **RECAP** DATE 10/BILL CODE 17/RTG SVC ASHE CO-OP KEY 16/BYR 9/AREA AARON MO-SU ****#LSI 64/ACON 4/SLSP# 57/CO-OP TYPE 2/ADVERTISER# TYPE CARD 21/BILL WK 1/AGENCY# 14/ORDER 11/RATE 63 / PCON 3/PROD# 20/EOS 5/REP# BIAS# WK-1 END DATE-OCT21/12 E Z * * * 318 MASSACHUSETTS AVE, WASHINGTON, DC 20002 *** UNAPPROVED REV #1 START DATE-OCT15/12 PARTIAL LINE/S ADDRESS AGENCY LINE/S ORDER DELETE NEK ADD

5/14 PLS CFM, THX! FR:HILARY REV TP LN 2: TTLS RTS TO: LANCE REP:

TAX

S8/CITY

59/STATE TAX

***** THIS IS A CASH IN ADVANCE SCHEDULE **** CONCA

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6A NEWS

PROGRAM :

MAY14/12 10:33 *** WUSA-TV *** REP: TEL# 703 528 7800 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS RPT. FROM REP FROM REP

REP HEADLINE# 6142229

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FAX# 703 528 7880 FROM REP CREDIT RISK !! AGENCY 7800 REP: TEL# 703 528 CREDIT ADVISORY: ORDER WORKSHEET

REP HEADLINE# 6142229

MAY14/12 10.33 *** WUSA-TV ***

ທ SPOT/LIN N 23/ CD STATION CD SC# 10000.00 12000.00 14000.00 \$800.00 \$3,500.00 00.000,6\$ \$3,000.00 \$1,200.00 \$2,500.00 \$600.00 \$400.00 \$600.00 RATE SPOT 18/ ß SPT /WK N Н Н Н Н Н Н H Н Н н PLAN PRICE 16/ PLAN SEC 13/ END 10/18 10/18 30 10/15 10/19 10/16 10/18 10/16 10/17 10/17 30 10/18 10/18 10/20 10/20 30 10/21 10/21 10/21 30 10/21 10/21 10/1 10/20 10/20 10/15 10/16 10/21 BEGIN DATE 30 30 30 90 30 30 30 30 PTRN LNTH 1000P-1100P 1100P-1135P 1000F-1100F 1000P-1100P TIME 900P-1000P BOSS 900P-1000P BEGIN END TIME TIM 800P-900P CRIMINAL MINDS 800P-900P 630P-700P 600P-630P 630P-700P 730P-800P GOOD WIFE 630P NEWS EVE NEWS EVE NEWS UNDERCOVER HAWAII 5-0 MENTALIST 11P NEWS HRS NCHS SUN THE CBS CBS 8 EJ •• •• TU, TH •• DAYS SUN SUN PROGRAM PROGRAM PROGRAM NOM PROGRAM WED PROGRAM M F PROGRAM NDS TUE PROGRAM PROGRAM THU FRI PROGRAM SAT PROGRAM PROGRAM SAT 밁 17 18 7 7 2 9 7 #ZI 15 1 REP 2 73 **7 2** 16 ES#

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PROGRAM

AGENCY 7800 REP: TEL# 703 528 CREDIT ADVISORY: ORDER WORKSHEET

MAY14/12 10;33 *** WUSA-TV *** FROM REP CREDIT RISK !!! HARRIS RPT. F

REP HEADLINE# 6142229

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L-LENGTH M-MAKEGOOD N-PROGRAM NAME

Y-DAYS Z-COMMENTS

X-LATE

T-TIME

S-SPOTS PER WEEK

Q-PAID PGM R-RATE

P-CLASS, PLAN, SECT

B-BUY TYPE

A-ADD

MOD CODE

DEMOS- RA35+*

C-CANCELLED DE-DELETE E-EFF DATES